

ABSTRACT OF THE DISCLOSURE

An image sensing apparatus comprises an image sensor that performs image sensing in response to an inputted image sensing instruction, a recording medium
5 that stores a sensed image, and a controller that controls to record on the recording medium the sensed image in a first format instead of a second format, different from the first format, which is designated in advance when a format change instruction is designated
10 by a user within a predetermined period after sensing the image.